

REGIONAL ASSOCIATION MARKETING & PROMOTION

NAIBA | GLIBA | NEIBA | MIBA | SIBA

2020 Winter Catalogs

Order your 2020 catalogs today!
<https://ramp2020bookstore.paperform.co>



NAIBA
New Atlantic Independent
Booksellers Association

We are pleased to provide you with our highly popular winter marketing campaign. Distribute this professionally designed full-color print and digital catalog beginning in early November to kick off your holiday sales and start the new year strong!

PRINT

Free Catalogs

Up to 12,500 catalogs per member store are FREE and all orders include free freight
Minimum order quantity is 500; must order in multiples of 500 unless using direct mail
Quantities over 12,500 may be purchased for \$55 per 500 or \$.11 per catalog if using direct mail
Catalogs are full color, 16 pages, 6" x 10.5"
Catalogs can be sent to your store, mailed directly to customers, and/or inserted in newspapers

Customization

Personalize your catalogs by adding your store logo, hours of operation, a coupon, and more
Cost to customize is \$150 and includes front and back covers
Minimum of 2,000 catalogs must be ordered for customization

Direct Mail

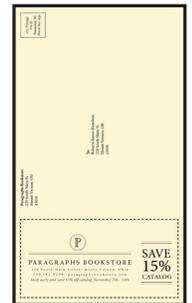
Direct mail postage is \$.20 per catalog
Mail to existing or potential customers or both
Existing/House List: Deliver print catalogs to existing customers using your current store mailing list
Saturation Mail: Reach potential customers in your area by mailing catalogs to targeted neighborhoods and zip codes

Custom Options

(2019 sample - not 2020 covers)



Front Cover
Customization
5.5" W x 2" H



Back Cover
Customization
5.5" W x 2.75" H

DIGITAL

Free E-Commerce Options

URL is available to link the catalog to IndieCommerce and IndieLite stores
Template html page is also available for stores with proprietary shopping carts

Free Marketing Assets

Web banners, widgets, POP materials and more are available for digital and print use

DEADLINES

Order online by **August 7, 2020** @ <https://ramp2020bookstore.paperform.co>

Payments are due August 21, 2020

Target date for catalog delivery is November 1, 2020

QUESTIONS? WE CAN HELP!

Contact **Suzanne Shoger**,
RAMP Director of Marketing and Promotion
suzanneshoger@gmail.com
216.536.7193

NEW! Direct Mail Options for Maximum Impact

We're excited to offer a new, targeted, cost-effective method for distributing the print catalog. Whether you're looking to connect with existing customers or bring new customers into your store, you can get the catalog directly into the hands of the people you want to reach with direct mail.



Booksellers Love Direct Mail!

Bookstore of Glen Ellyn, IL

People started coming in as soon as the catalog hit the mailbox! We sold titles we never would have stocked.

Zenith Bookstore, Duluth, MN

Every aspect of this campaign has been a huge boon. New customers come in every day, with catalog in hand, excited about the selections. The saturation mailing was great, and it was so exciting having new people in the store based on what they received in the mail. I could definitely see us next year significantly increasing the saturation mailing audience.

Next Chapter Booksellers, St. Paul, MN

I'd definitely recommend that any store seriously consider mailing out the holiday catalog. It's an easy and cost-effective way to get in front of customers at the start of the holiday season.

M&M Bookstore, Cedar Rapids, IA

After receiving the mailers, many customers, new and old, stopped by the store to purchase or order a featured book. The mail delivery method works best for us. We see an uptick in new customers each year we do a catalog mailing.

Snowbound Books, Marquette, MI

We had immediate results. The day after it went out, people walked in, catalog in hand, most with items circled. Many of them had never been in the store before. Almost every customer that came in because of the catalog bought something. They just needed a nudge to get in here.

☀ Mail the Catalogs to Your Store's Mailing List: House List

Do you have a mailing list of customers you know would love to see the Winter Catalog arrive in their mailbox? Supply your mailing list and we'll send your store's branded catalog directly to your customers' homes. With this reminder in their mailboxes, customers can call in an order, shop online, or bring their dog-eared copy into your store for ease of purchasing.

☀ Mail the Catalogs to Potential Customers in Your Area: Saturation

Do you have potential customers in your area who may not know about your store, or may need a reminder to stop by during the holidays? Saturation is a cost-effective way of reaching potential customers. Saturation mailing sends catalogs to all of the homes on a carrier route – the grouping of addresses that a postal employee delivers to on a daily basis. You choose the area you want to target and we will get your store's branded catalog directly to new customers. Here's how:

1. Tell us how many catalogs you want to send via saturation.
2. We'll send you a zip code report and map around your store showing the radius where you can best reach new customers. If you want to look at an area away from your store, we can do that, too, giving you demographic information to reach your most promising potential customers.
3. Let us know which areas look best to you and we'll mail catalogs directly to those homes.

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